

*Press release | For immediate release*

**Thought-provoking science: *Matière à Réflexion*, a new video projection on the façade of UQAM'S pavillon Président-Kennedy marks the 100<sup>th</sup> anniversary of Acfas**



**Montreal, April 27, 2023** – The Université du Québec à Montréal ([UQAM](#)), [Acfas](#) and the [Quartier des Spectacles Partnership](#) are pleased to present a new video projection, *Matière à réflexion*, from **May 2 to June 8, 2023**, on the expansive **façade of UQAM's Pavillon Président-Kennedy**. Marking the 100<sup>th</sup> anniversary of Acfas, the work is based on 13 award-winning images from the association's high-profile *La preuve par l'image* competition.

*Matière à réflexion* presents visual representations resulting from a variety of scientific research initiatives; each one is a gateway to a fascinating world of knowledge. Striking, intriguing, poetic: the images capture complex realities and invite viewers to discover the world around us, from the infinitesimally small to the unfathomable vastness of the universe. The beauty of the images is at once a tribute to science and curiosity, and a call to learn more about the reality behind the images.

[Watch the video teaser](#)

**An exhibition for discovering the images up close**

Throughout the month of May, anyone with a keen interest or a simple curiosity for science will find the 13 images in the projection, complete with descriptive captions, in an exhibition in the foyer of Pavillon Président-Kennedy.

**More proofs in images**

Focusing on images produced in the course of scientific research in every discipline, *La preuve par l'image* is a competition that Acfas has organized since 2010; the initiative expanded to become Canada-wide in 2016 thanks to the support of the National Science and Engineering Research Council of Canada. [Learn more](#).

**A collaboration that puts science in a new light**

The video projection *Matière à réflexion* is the result of an unprecedented collaboration between UQAM, whose communications department handled artistic direction; Acfas, which provided the images with the consent of the researchers; and the Quartier des Spectacles Partnership, which served as producer. Mirari, a studio known for its creativity and expertise in scenography and architectural projections, was engaged to design and produce the animation.

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## **Practical information**

*Matière à réflexion*

May 2 to June 8, 2023

Daily from sunset to 11 p.m.

Façade of Pavillon Président-Kennedy at UQAM

201 Président-Kennedy Ave., Montreal

## **Credits**

Artistic direction and project management: UQAM communications department in collaboration with Acfas

Co-production: University of Quebec in Montreal (UQAM) and Quartier des Spectacles Partnership

Production and animation: mirari

## **ABOUT UNIVERSITÉ DU QUÉBEC À MONTRÉAL**

UQAM is a French-language public university with an international reach. Located in the heart of the city, it is a key player in Montreal and the province of Quebec, contributing its expertise to meeting the challenges facing our planet. The originality and specific features of its more than 300 academic programs, its research activities grounded in social issues, and its creative innovations have all contributed to its stellar reputation. In 2023, the university will have more than 300,000 graduates working in every area of activity.

More information: [uqam.ca](http://uqam.ca)

## **ABOUT ACFAS**

Acfas, which is celebrating its 100<sup>th</sup> anniversary until June 2023, promotes knowledge as the driver of our society's progress by bringing together researchers from throughout the French-speaking world. Firmly focused on the future, it is a powerful force for scientific democratization and communication. It highlights the work of researchers in every discipline and celebrates excellence in research.

More information: [acfas.ca](http://acfas.ca)

## **ABOUT THE QUARTIER DES SPECTACLES AND THE PARTNERSHIP**

The Quartier des Spectacles is 20 years old! The Quartier des Spectacles is Montréal's cultural heart, boasting North America's most concentrated and diverse group of cultural venues as well as numerous festivals and events. The Quartier also hosts innovative urban installations involving cutting-edge lighting design and immersive environments. The Quartier des Spectacles has become an international showcase for digital public art.

The Quartier des Spectacles Partnership, founded in 2003, is a non-profit organization with more than 85 members active in the district. It is responsible for animating the Quartier des Spectacles by programming cultural activities, managing and animating public spaces, providing distinctive illumination and promoting the Quartier as a must-visit cultural destination. The Partnership benefits from the support of the Ville de Montréal.

More information: [quartierdesspectacles.com](http://quartierdesspectacles.com)

## **ABOUT MIRARI**

Founded in 2015 in Montreal, mirari creates spaces, installations and works that transform the way people see the world. Our team of creatives get their know-how from their long-standing experience in the performing arts.

More information: <https://mirari.art/en/>

### **Header image**

**Mars tips its cap to the Arctic**, Éloïse Brassard, UdeS, 2022 finalist, Jury Prize, People's Choice Award

**Description:** Shown here are glaciers surrounded by false-color rock formations on Axel Heiberg Island in Nunavut. Note the yellow-orange areas, which are gossans. These surface deposits, rich in oxidized iron, indicate an acidic environment conducive to the appearance of certain lifeforms. You can also see a mineral whose crystalline structure can preserve traces of life: jarosite, a biomarker found on Mars! The researcher uses ground-based analyses to explore a method of identifying these caps on satellite images of the Canadian Arctic, knowledge that will be applied to satellite images of the Red Planet.

## **PHOTOS**

[Download link](#)

Please include full captions and credits.

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